The Open University of Sri Lanka
Faculty of Engineering Technology
Department of Textile and Apparel Technology
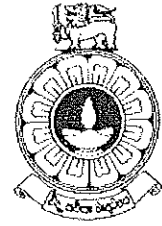
Study Program	: Bachelor of Industrial Studies Honors
Name of the Examination	: Final Examination
Course Code and Title	**: TAI4371 / TAI3342 / TTI3142 Concept of Fashion**
Academic Year	: 2019/20
Date	: 11th August 2020
Time	: 13:30 - 16:30 hrs
Duration	: 3 hours

General Instructions

1. Read all instructions carefully before answering the questions.

2. This question paper consists of **seven (07)** questions in **three (03)** pages.

3. Write down your Index Number in all the pages of answer scripts.

4. **Answer compulsory question number one (01) and any other four (04) questions. All questions carry equal marks (20 marks).**

5. Answer for each question should be commenced from a new page. If a question has many parts, all the parts should be answered in the chronological order under the same question.

6. Write down the answered question numbers in the answer book.

7. This is a Closed Book Test (CBT).

8. Answers should be in clear handwriting.

9. Do not use red colour pens.

Compulsory Question

01. a) State three (03) main physiological requirements of clothing. (03 marks)

b) State three (03) types of generations, that responsible for different looks in fashion. (03 marks)

c) State three (03) distinctive stages of "Fashion product life cycle". (03 marks)

d) Name four (04) categories belong to "Adopters of innovations". (04 marks)

e) State three (03) dimensions that need to include in the "Self-concept" belong to consumer personality studies. (03 marks)

f) Name four (04) types of apparel classification on fabrication for designing aspects. (04 marks)

Answer any four (04) questions from the following six (06) questions.

02. a) Briefly explain three (03) features belong to the "Iron age" clothing. (06 marks)

b) Briefly discuss two (02) style features belong to the "Elizabethan period" clothing . (04 marks)

c) Briefly explain the way of clothing effects to protect human body from cold climate. (04 marks)

d) Briefly discuss three (03) distinctive features belong to the ancient "Mesopotamia" clothing. (06 marks)

03. a) Briefly explain two (02) general principles belong to "Fashion movements" in the society. (06 marks)

b) Briefly discuss the term "Reverse adoption". (06 marks)

c) Explain two (02) factors that affected to the "Process of collective selection" for fashion, based on Herbert Blumer's point of view. (04 marks)

d) Briefly discuss two (02) symbolic expressions that able to communicate through clothing. (04 marks)

04. a) Briefly discuss two (02) benefits of "Mass production". (06 marks)

b) Explain the term "Outsourcing" related to the fashion industry. (04 marks)

c) Discuss three (03) usages of 3D body modeling that practice in fashion and product development area. (06 marks)

d) Briefly explain two (02) prominent style features of Elsa Schiaparelli's fashion collections. (04 marks)

05. a) Briefly explain two (02) reasons why consumer purchase clothing in present practices. (04 marks)

b) Briefly discuss two (02) main factors influence on the "Rate of distribution". (06 marks)

c) Briefly explain the term "Avant – garde "related to the fashion designing. (06 marks)

d) Briefly discuss two (02) areas of computer practices in clothing industry. (04 marks)

06. a) Briefly explain "Heat insulation" related to the physiology of clothing. (04 marks)

b) Explain two (02) factors effect on the "Ventilation regulation" by clothing. (06 marks)

c) Briefly explain special requirements of protective clothing related to the protected againsts for given below aspects. (10 marks)
   i. Mechanical forces
   ii. Radiation

07. a) Briefly explain the term "Casual wear "in fashion design . (04 marks)

b) Explain "Fashion accessories" in design. (05 marks)

c) Briefly discuss the "Fast fashion" wave affecting the U.S. (05 marks)

d) Briefly explain three (03) factors of clothing that affected to protect human body from sunrays. (06 marks)